What is claimed is:

1. A method of forming a golf club head comprising:

providing a face plate having a front surface, a rear surface and a first thickness;

removing a portion of the rear surface of the face plate to form a central thickened region surrounded by a transition region tapering from the central thickened region to a thinner peripheral region, the removing step being performed by a machining operation using a cutting tool revolving about an axis generally normal to the rear surface of the face plate, the cutting tool having a lateral cutting surface that defines a generally inverted conical frustum surface of revolution with an axis generally normal to the rear surface of the face plate when the cutting tool is in use; and

the transition region being formed by the generally inverted conical frustum surface of revolution defined by the lateral cutting surface of the cutting tool without the need to move the cutting tool normal to the rear surface of the face plate while the transition region is being formed.

2. The method of claim 1, wherein:

the transition region is formed in a single, arcuate pass of the cutting tool around the central thickened region in a plane parallel to the rear surface.

3. The method of claim 1, wherein:

the transition region is formed in a single elliptical pass of the cutting tool around the central thickened region.

4. The method of claim 1, wherein:

the lateral cutting surface of the cutting tool is concave downward such that the transition region is formed with a tumble home lateral surface.

5. The method of claim 1, wherein:

the lateral cutting surface of the cutting tool is convex downward such that the transition region is formed with a tumble home lateral surface.

6. The method of claim 1, wherein:

the central thickened region has an outer edge that is elliptical having a first aspect ratio; and

the transition region has an outer edge that is elliptical having a second aspect ratio, the second aspect ratio being lower in value than the first aspect ratio.

7. The method of claim 6, wherein:

the central thickened region has an outer edge that is elliptical having a major axis of between 0.65 and 1.05 inches and an aspect ratio of between 1.4 and 4.2.

8. The method of claim 1, wherein:

the removing step is performed such that no material is removed from the central thickened region whereby the central thickened region remains at the first thickness.

9. The method of claim 1, further comprising:

providing a shell with an opening; and

attaching the face plate to the opening in the shell to form a hollow body after the removing step.

10. A golf club head comprising:

a face plate having a contoured rear surface, the contoured rear surface including a central thickened region having an elliptical outer edge surrounded by a transition region tapering from the central thickened region toward a thinner peripheral region, the transition region having an elliptical outer edge, the elliptical outer edge of the central thickened region having an aspect ratio that is greater than the aspect ratio of the elliptical outer edge of the transition region.

11. The golf club head of claim 10, wherein;

the elliptical outer edge of the central thickened region has a first major axis and a first minor axis; and

the elliptical outer edge of the transition region has a second major axis and a second minor axis, the second major axis being equal to the first major axis plus a predetermined distance and the second minor axis being equal to the first minor axis plus said predetermined distance.

12. The golf club head of claim 11, wherein:

the first major axis is from 0.65 to 1.05 inches and the first minor axis is 0.25 to 0.45 inches.

13. The golf club head of claim 12, wherein:

the predetermined distance is from 0.40 to 1.20 inches.

14. The golf club head of claim 10, further comprising:

a shell having an opening; and

the face plate being attached to the opening in the shell to form a hollow body.